

**ROUND TRIP
BUS FARES REFUNDED**

Just ask the driver for fare refund coupons. They are as good as cash at any Torrance store.

The
Torrance Herald

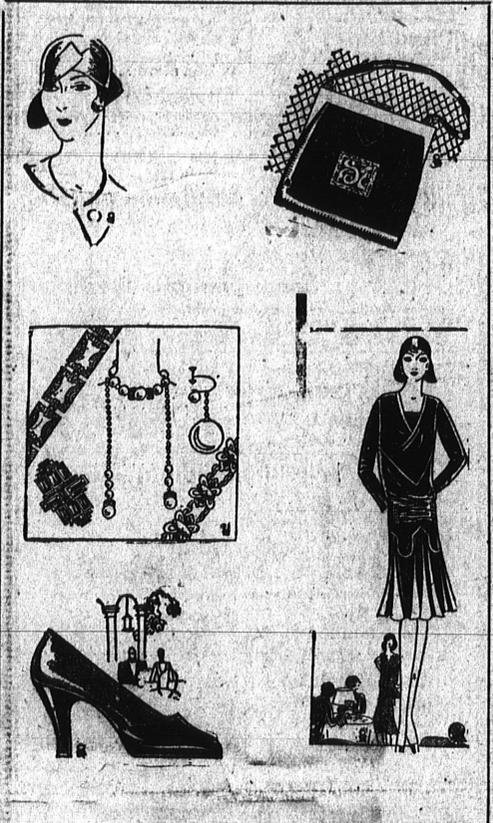
**Formal Opening
of the
New J. C. Penney Co., Inc.
Store Tonight
7 to 9 o'clock
Everybody Welcome**

FIFTEENTH YEAR—No. 38

TORRANCE, CALIF., THURSDAY, SEPT. 19, 1929

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AUTUMN DISPLAYS IN EVERY STORE



**Lavish Window Displays
Exhibited by
Torrance Merchants Tonight
from 7 to 10:30 o'Clock**

Autumn in all her lavish beauty and rich colorings will be officially ushered into Torrance by a formal display of Fall merchandise Thursday evening at 7 o'clock by practically every store in Torrance.

Elaborate preparations are being made by retail stores to make this Thursday evening the most colorful and attractive display of Fall goods that has ever been seen in this section of the harbor district.

Special window displays have been planned, surpassing in beauty anything that has ever been attempted here before. The displays are not confined to clothing stores, but furniture stores, hardware stores, drug stores, and all other types of stores handling Fall goods for the home are joining in this Window Display Extraordinary.

Tonight 7 P. M. to 10:30 P. M.

Windows will be lighted from 7 to 10:30 o'clock tonight and every night thereafter, so that the public may have ample time to view the bigger and better stocks of goods that Torrance merchants are offering this year.

Trading Center

Already the fame of Torrance as a shopping center has spread for miles around and business is increasing as the news spreads. Not only have the stores added greatly to their stocks, but a number of good

sized stores have recently opened in Torrance, some of whom are nationally known chain stores. There has also been added many of the "shoppe" type of stores which specialize in distinctive merchandise.

Torrance is growing rapidly, even more rapidly than perhaps many of the people in Torrance realize. So this special Window Display Event has been planned for tonight and the rest of the week. Torrance merchants are urging you to come down and look around. You will be surprised at the variety and type of merchandise that awaits you here in Torrance.

Weekend Bargains

As a special inducement to people to shop, most of the Torrance stores are offering special Friday and Saturday Bargains. Many of these bargains are in new Fall Goods and are outstanding values in standard quality merchandise. These Bargain Saturday items are advertised by the individual stores in this section of the paper, and readers are urged to look over this section very carefully as many substantial savings are advertised.

No Goods Sold Tonight

But whether you wish to buy or not, don't neglect to come Thursday evening and look at the gorgeous window displays. No merchandise will be sold Thursday evening. The windows will be ready at 7 p. m. tonight, and will be lighted until 10:30.



**Nationally Advertised Products
Are the Same Quality and the Same Price--Everywhere
Why Not Buy Them in Torrance?**

Below is a Partial List of Well Known Products Sold in Torrance Stores. Look Them Over Now—and Next Time You Need Them—Why Not Buy Them in Torrance? The Price and Quality Are the Same Everywhere!

FOOD PRODUCTS

- Albers Milling Co. Products
- Argo Starch
- Arm & Hammer Baking Soda
- Aunt Jemima Pancake Flour
- Bakers Chocolate
- B and M Products
- Bean Hole Beans
- Ben Hur Products
- Best Foods Products
- Blue Tip Match Co.
- Borden's Milk
- Boyden's Honey
- Cal-Gro Products
- Campbell's Products
- Campfire Marshmallows
- C and H Products
- Calumet Baking Powder
- Carnation Milk
- Certo
- Chase and Sanborn Coffee
- Ghirardelli's Chocolate
- Comet Rice
- Crisco
- Del Maiz Corn
- Del Monte Products
- Dromedary Products
- Fleischmann's Yeast
- French's Mustard
- Gebhardt's Products
- Gold Dust
- Gold Medal Products
- Heinz Products
- Hershey's Chocolate
- Hills Bros. Coffee
- Hydromel Hams
- Jello
- Johnson's Prepared Wax
- Karo Syrup
- Kellogg's Cereals
- Kraft Cheese
- Libby's Products
- Lipton's Tea
- Log Cabin Syrup
- Mandarin Chop Suey
- Maxwell House Coffee
- Mazda Salad Oil
- MJB Coffee
- Morton Salt
- None Such Mince Meat
- O Cedar Polish and Mops
- Old Dutch Cleanser

- Pabst-ott Cheese Spread
 - Palmolive Peet Co. Products
 - Pet Milk
 - Petite Wafers
 - Pompeian Olive Oil
 - Proctor and Gamble Products
 - Purex
 - Puritan Hams and Bacon
 - Puritan Malt
 - Quaker Oats
 - Rex Pure Lard
 - Ridgeway Tea
 - Royal Baking Powder
 - Rumford's Baking Powder
 - Sani-Flush
 - Seal Island Sugar
 - Searchlight Match Co.
 - Snowflake Soda Crackers
 - Sun Maid Raisins
 - Swansdown Cake Flour
 - Swifts Products
 - Van Camps Products
 - Warrenton Clams
 - Wesson Oil
 - White Ribbon Shortening
 - Wrights Mayonnaise
- CLOTHING—Men's**
- Arrow Shirts and Collars
 - Boss Overalls
 - Boston Garters
 - B.V.D. Underwear
 - Cooper Underwear, Socks and Pajamas
 - Gantner and Mattom Sweaters
 - Grayco Shirts
 - Hart, Schaffner and Marx Suits and Overcoats
 - Hickok Belts and Buckles
 - Holeproof Hosiery
 - Klimate Hosiery
 - Kuppenheimer Clothes
 - Lee Overalls
 - Mallory Hats
 - Manhattan Shirts
 - Menito Socks
 - Middleshade Suits
 - Munsing Wear Underwear and Hose
 - Palmday! Shirts and Underwear
 - Paris Garters

- Phoenix Hese
 - Sealpak Underwear
 - Stetson Hats
 - Styleplus Clothes
 - Tom Wye Sweaters
 - Van Heusen Collars and Shirts
 - Westfelt Hats
 - Wilson Socks
- CLOTHING—Women's**
- American Lady Corsets
 - Gossard Corsets
 - Holeproof Hosiery
 - Jade Hosiery
 - Klimate Hosiery
 - Mockingbird Hosiery
 - Phoenix Hosiery
 - Rolline Hosiery
 - Royaltex Hosiery
 - Sunland Wash-Frocks
 - Byrdland Dresses
 - Perky Peggy Dresses
- SHOES**
- Douglas Shoes
 - Endicott Johnson Shoes
 - Enna Jettick Shoes
 - Florsheim Shoes
 - Genall-Manning Shoes
 - Godman Shoes
 - Goodyear Soles and Heels
 - Peters Shoes
 - Pied Piper Shoes (for children)
 - Red Goose Shoes
 - Seiz Shoes
 - Thoroughgood Shoes
 - Uakida Sales and Heels
 - Walkover Shoes
 - Weyenberg Shoes

- JEWELRY AND OPTICAL**
- Amity Leather Goods
 - Bausch and Lomb Orthogon Lenses
 - Bulova Watches
 - Community Silver
 - Elgin Watches
 - Hamilton Watches
 - Wahl Pens
 - Meskerleather Goods
 - Parker Pens and Pencils
 - Sangamo Clocks
 - Seth Thomas Clocks
 - Shaeffer Pens and Pencils
 - Tillyer Lenses
 - Westlox Clocks
 - Whiting and Davis Mesh Bags
 - Waltham Watches
 - 1847 Silver
- DRUGS AND COSMETICS**
- Ace Combs
 - Adole Miller Cosmetics
 - Big Ben and Baby Ben Clocks
 - Blue Moon Perfume
 - Cara Nome Cosmetics
 - Coty's Toilet Articles
 - Delta Cosmetics
 - Dier Kiss Perfume
 - Dr. West Tooth Brushes
 - Eastman Kodaks
 - Ingram Shaving Cream
 - Johnson's Candy
 - Kantleek Water Bottle
 - Kissproof Toilet Articles
 - Listerine Shaving Cream
 - Madame Walker Cosmetics
 - Max Factor's Cosmetics
 - Mulsified Coconut Oil
 - Ovalline
 - Pepsodent Tooth Paste

- Phillip Milk of Magnesia
 - Pond's Cream
 - Princess Pat Powder and Rouge
 - Rexall Family Remedies
 - Whitman's Chocolates
 - Woodbury's Toilet Articles
- FURNITURE AND HOUSEHOLD GOODS**
- Ace Springs
 - Armstrongs Linoleum
 - Brelin Window Shades
 - Buck Stoves
 - Certaincoed Products
 - Heywood-Wakefield Co. (Chairs and Tables)
 - Krohler Beds and Davenport
 - Lane's Cedar Chest
 - Peck and Hills Furniture
 - Sanotuf Royal Ease Inter-spring Mattress
 - Simmons Beauty Rest Mattress
- ELECTRICAL APPLIANCES, RADIOS and SUPPLIES**
- Arturas Tubes
 - Atwater Kent Radio
 - Brunswick Records
 - Burgess Batteries
 - Courier Klyctron Radio
 - Crosley Radio
 - Cunningham Tubes
 - Earl Radio
 - Eureka Vacuum
 - Eveready Batteries
 - Horton Washer and Ironers
 - Hotpoint Appliances
 - Majestic Radio

- National Mazda Lamps
 - Philco Radio
 - Royal Vacuum
 - Silver Radio
 - Spartan Radio
 - Universal Appliances
 - Zenith Radio
- SPORTING GOODS**
- Spaulding Sporting Goods
 - Eveready Flashlight and Batteries
 - Columbia Tricycles
 - Columbia Bicycle
 - Pierce Bicycle
 - Emblem Bicycle
- HARDWARE**
- Atkins Saws
 - Bond Electric Flashlight
 - Crescent Snips
 - Crescent Wrenches
 - Diaston Saws
 - Fuller Paints and Vanishes
 - Kerogas Stoves
 - Kyanize Paints and Varnishes
 - Madole Hammers
 - Master Padlocks
 - Nicholson Files
 - O'Keefe and Merritt Heaters
 - Plum Tools
 - Russell and Irwin Auger Bits
 - Stanley Planes and Levels
 - Wiss Tools and Shears
 - Wiss Snips
- PLUMBING SUPPLIES**
- Parabul Mushrooms
 - Enamel Cleaner
 - Church Seats
 - Chicago Faucets
- STATIONERY and NOVELTIES**
- Vantines
 - Hall Bros. Greeting Cards
 - Irving-Pitts Loose Leaf Systems
 - Whiting Paperies
 - Buzza Mottoes and Frames

- Cincinnati Art Mottoes**
- AUTOMOBILES**
- Buick
 - Chevrolet
 - DeSoto
 - Dodge Brothers
 - Essex
 - Ford and Fordson
 - Hudson
 - Marquette
 - Oakland
 - Oldsmobile
 - Plymouth
 - Pontiac
 - Viking
- AUTOMOBILE TIRES**
- Firestone
 - Fiak
 - Goodrich
 - Goodyear
 - India
 - Kelly Springfield
 - Sieberling
- AUTOMOBILE ACCESSORIES**
- Bosch Ignition
 - Delco Ignition
 - Exide Batteries
 - Hyvis Motor Oil
 - Remy Ignition
 - Viata Batteries
 - Willard Batteries
- OILS and GASOLINES**
- General Violet Ray
 - MacMillan
 - Mobile
 - Pan Gas
 - Pennzoil
 - Quaker State
 - Purr Pull
 - Red Crown
 - Richfield
 - Richlube
 - Shell
 - Sunset
 - Texaco
 - Union
 - Western

RETAIL MERCHANTS' DIVISION, TORRANCE CHAMBER OF COMMERCE
"Look Around in Torrance First"